

# Postgraduate Certificate

Digitization of Events;  
Development of  
Digital Events





## Postgraduate Certificate

### Digitization of Events; Development of Digital Events

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/digitization-events-development-digital-event](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/digitization-events-development-digital-event)

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# 01

# Introduction

Beyond the effects and changes generated by the pandemic in the communication and business environment, we must ask ourselves if we are really prepared for what the digital revolution means and its influence on the development of interpersonal and business relationships. Multiple resources have emerged and have been implemented, opening endless possibilities for the organization of digital events. Not having the speaker in the same city or country is no longer a problem; there are many advantages of digitization for this sector, as well as many problems. This program presents all the necessary knowledge to favorably practice the digitization of events and the development of digital events, with the most advanced methodology of study completely online and guided by the hand of expert teachers, to achieve the qualification in 6 weeks.





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*You will be able to organize 100% digital or hybrid events in the development of your profession, adapted to the current reality and context"*

Knowing all the technical and theoretical aspects to implement the digitization of events and develop a digital event is essential in the current and post-pandemic era. Making an online event a unique and flattering experience can be a difficult task if you do not understand the elements that compose it and the specific methodologies for its development. On the other hand, turning an event into a perdurable piece is also a valuable resource in these times.

This course aims to develop the skills to make hybrid or fully digital events, to understand the importance they have today and their future. As well as to understand the new reality in the event management after the great crisis that has meant the COVID-19 pandemic, to increase the alternatives before the need for expansion of the company or brand and that the right decisions can be taken, therefore, achieving satisfactory results in the creation of a digital or hybrid event.

Likewise, being able to analyze audiences and forms of interaction, both on-site and virtual, mastering technical aspects such as how to create a virtual set, with its elements: chroma key, Backscreen, among others, is part of what is shown in the syllabus of this program. A program with the most exclusive content selected by expert professionals in the communications and marketing sector focused on the current event management industry, which provides an invaluable experiential value for the student.

As well as the most avant-garde methodology based on the Relearning driven by TECH, taught 100% online, with various content formats, both written and audiovisual, available from day one; to achieve the qualification in 6 weeks.

This **Postgraduate Certificate in Digitization of Events; Development of Digital Events** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Event Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Are you ready for what it means to develop a digital event? In this Postgraduate Certificate, you will find all the answers. Start now”*

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*With this program, you will develop your analytical skills in the implementation of the digitization of events in the current era”*

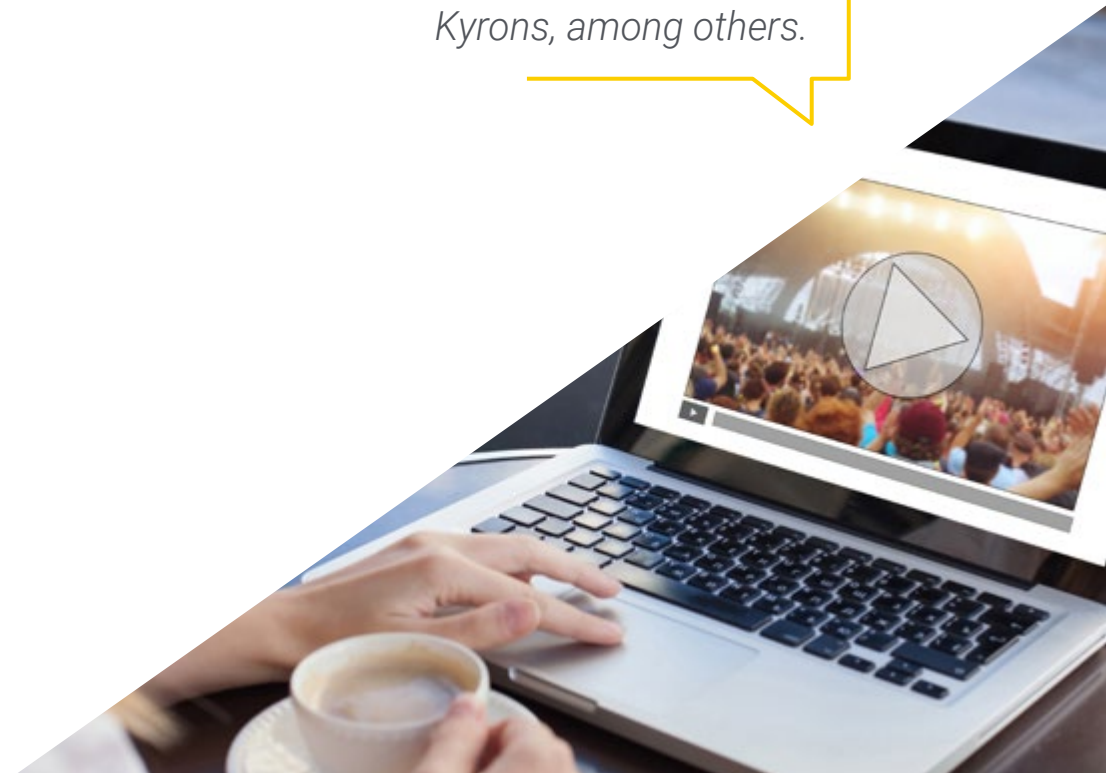
The program’s teaching team includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Specializing in specific topics gives exponential value to your professional profile.*

*Delve into all the technical aspects of digital events, such as lighting, networks, internet, Kyrons, among others.*



# 02

# Objectives

Understanding in depth the technical aspects and methodologies to be implemented for the development of digital events and the digitization of events, is what is proposed in this Postgraduate Certificate, focused on providing the necessary skills to the professional to know the proper use of this resource, to obtain favorable results in each of their projects.







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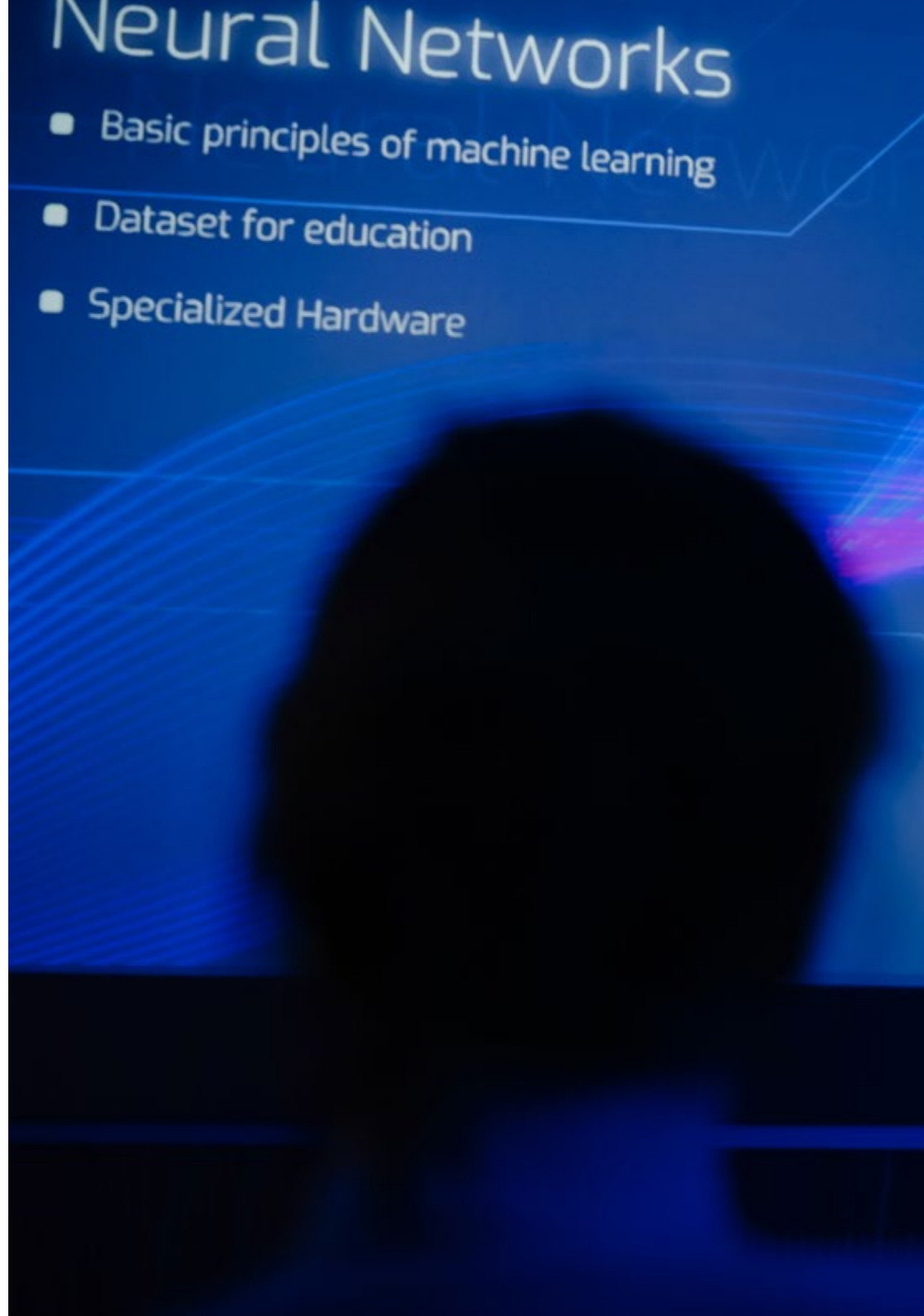
*The objective of this Postgraduate Certificate is to help you to become an expert in the Digitization of Events; Development of Digital Events. Enroll and reach your goal"*



## General Objectives

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- ♦ Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- ♦ In-depth knowledge of current trends in event management
- ♦ Master the digitalization of the event, the most used tools today and new trends
- ♦ Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service
- ♦ Understand the importance and organization of hybrid events
- ♦ Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors
- ♦ Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic





## Specific Objectives

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- ♦ Analyze the new reality in the event management following the major crisis caused by the COVID-19 pandemic
- ♦ Find out all about digital events and how to carry them out
- ♦ Gain in-depth knowledge about hybrid events, their current importance and their future
- ♦ Analyze the regulation of a digital event and its importance The rundown and Timings
- ♦ Create a virtual set Know its elements: chroma key, Backscreen, augmented reality, among others
- ♦ Analyze the audience and its capabilities, forms of interaction, both on-site and virtual



*Learn how to leverage the benefits of digitization for highly effective and globalized events"*

03

# Course Management

TECH with the premise of offering high-level training programs has chosen teachers with a renowned profile in the communications and marketing field, focused on the event management to lead this program. Those who are currently working in the sector with complete success, and thanks to which they will provide the student with a wide knowledge and experience in the topic of study.



“

*Teachers with a specialized profile in the field of events and more than 25 years of experience will be in charge of guiding you through this program"*

## Management



### Mr. Gil Tomas, Tommy

- ♦ Founder and CEO of Atelier MICE
- ♦ Project Management Advisor for the UNESCO World Conference on Higher Education
- ♦ Development Director of Creativalab S.L.
- ♦ Director Barcelona Congreso Médico S.L.
- ♦ Master's Degree in Marketing Management
- ♦ Master's Degree in Pharmaceutical Marketing from ISM- ESIC
- ♦ Diploma in Tax Law by ESINE



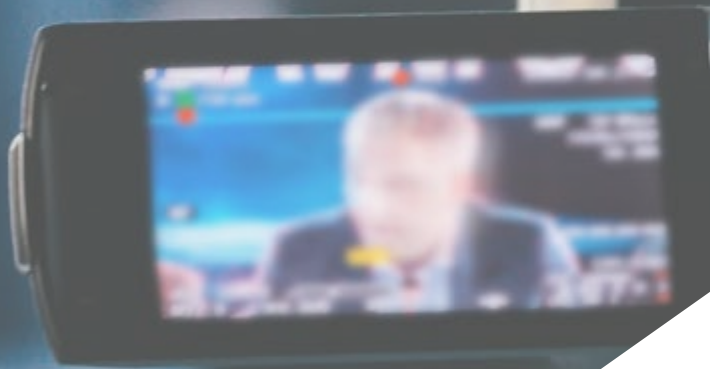
# 04

# Structure and Content

This Postgraduate Certificate in Digitization of Events; Development of Digital Events, offers an exclusive syllabus to teach the aspects related to the digitization of the event in general and in addition, the possibility of making 100% digital or hybrid events; through a structure and methodology of study that allows the student to achieve an effective progress in their education and to have the material from the first day of connection available for queries or downloading.







“

*The study material is available from the first day for queries or download from any device with an Internet”*

## Module 1. Digitization of Events; Development of Digital Events

- 1.1. The COVID-19 Era at Events
  - 1.1.1. Import Aspects to Know
  - 1.1.2. Constant Follow-Up. Government Health Standards
  - 1.1.3. Timing to Make Decisions
- 1.2. Planning Digital Events Scale
  - 1.2.1. Creation of the Schedule
  - 1.2.2. Components to Consider in the Schedule
  - 1.2.3. Aspects to Reflect in the Schedule Priorities
- 1.3. Supplier Selection
  - 1.3.1. Choice of Technology Partner
  - 1.3.2. Requirements to Be Requested from the Supplier
  - 1.3.3. Supplier Selection Price Factor vs. Value Factor Experience
- 1.4. Network and Internet Management
  - 1.4.1. Aspects of Network Management to Be Considered
  - 1.4.2. Contracting Internet Services
  - 1.4.3. Network Stress and Saturation Tests
- 1.5. Scope Objectives. Audience
  - 1.5.1. Determine Your Target Audience
  - 1.5.2. Rebroadcast in Other Languages
  - 1.5.3. Rooms to Broadcast
- 1.6. Interaction of the Attendees. Voting
  - 1.6.1. Implementation of the Interaction System
  - 1.6.2. Elements to Be Taken into Account in the Interaction of Attendees
  - 1.6.3. Forms and Procedures for Developing Interaction





- 1.7. Introduction Videos. Kyrons. Music
  - 1.7.1. Kyrons
  - 1.7.2. Importance of the Introduction
  - 1.7.3. Resources to Consider
- 1.8. Onsite and Digital Coordination. Onsite and Remote Speakers
  - 1.8.1. Contact with Speakers
  - 1.8.2. Delivery of the Action Program to the Speakers
  - 1.8.3. Timing and Organization of Speakers Rules to Follow
- 1.9. Creating Virtual Sets
  - 1.9.1. Chroma
  - 1.9.2. Rear
  - 1.9.3. Led Screen
- 1.10. Virtual and Hybrid Event Management
  - 1.10.1. Follow-Up of the Event through Management
  - 1.10.2. Schedule and Order of Broadcasting
  - 1.10.3. Live Incident Resolution

“Enroll now and master everything you need to become a professional in the digitization of events and the development of a digital event, in just 6 weeks”

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



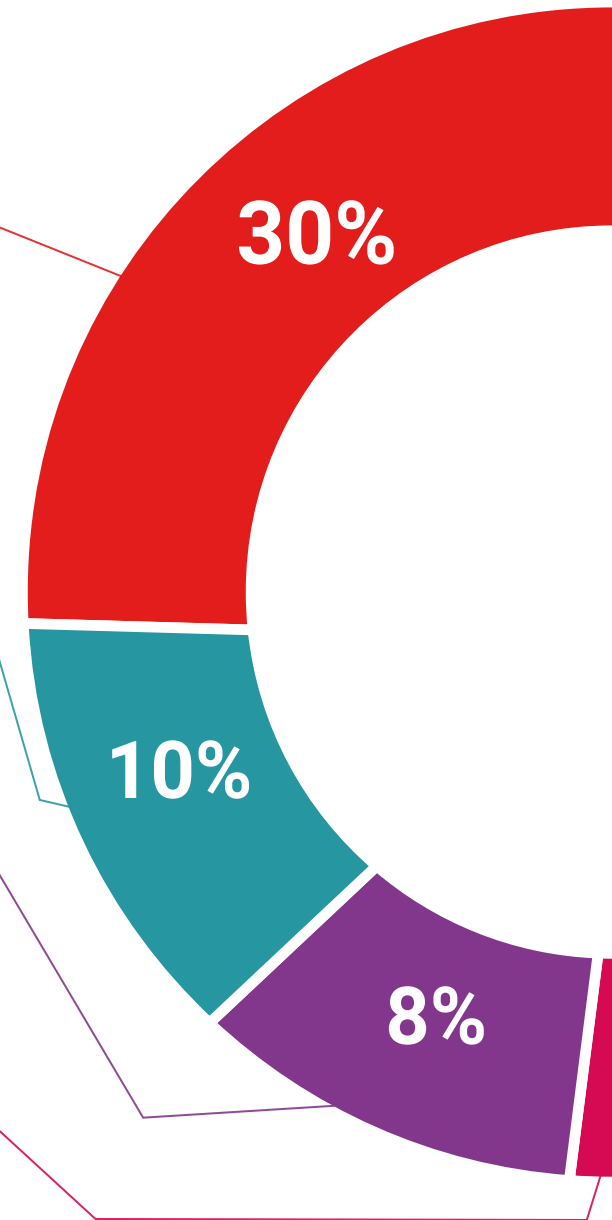
#### Practicing Skills and Abilities

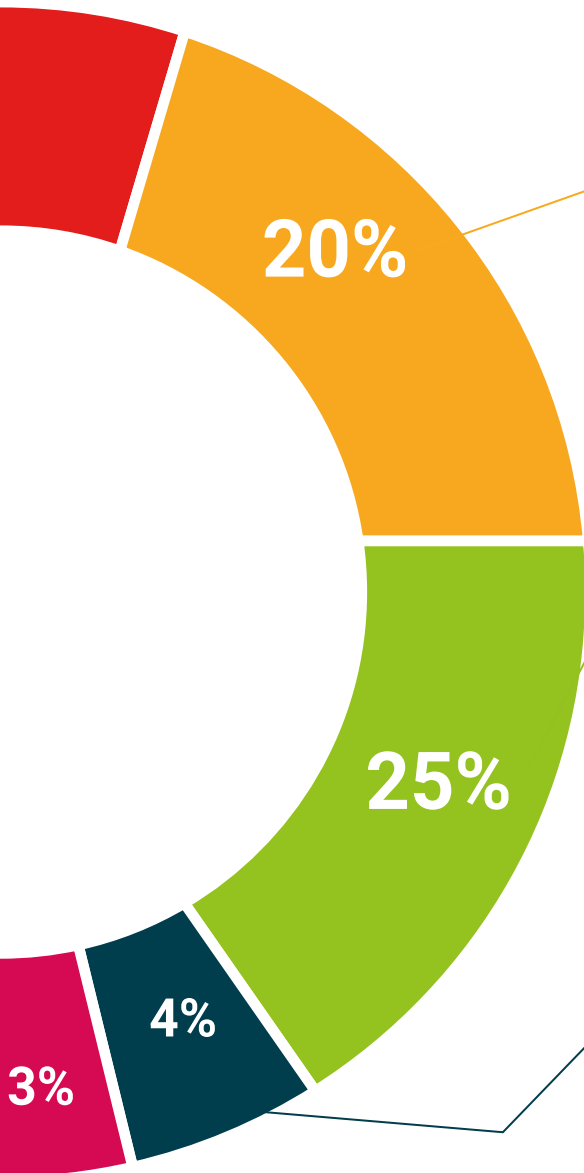
They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Digitization of Events; Development of Digital Events guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree issued by TECH Global University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Digitization of Events; Development of Digital Events** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Digitization of Events; Development of Digital Events**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



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